

AGENDA ITEM 9: Delta Marketing Campaign Update

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Requested Action: Receive report on Delta Marketing Campaign and presentation on VisitCADelta.com website

Background: The Delta Marketing Campaign is a joint effort between the Commission, Delta Conservancy, and the Delta Marketing Taskforce - a group of Delta organizations, businesses, and residents - to promote the Delta region as a tourism destination. As part of this effort, the Commission developed a Delta logo in 2014 to promote the anticipated Delta National Heritage Area and to aid in promoting efforts of the Delta Marketing Campaign. The Conservancy received a 2013 grant from the U.S. Economic Development Administration to develop the Visit CA Delta 5-year-marketing plan and website. The aim of Visit CA Delta is to spread awareness of the California Delta as a world-class tourism destination and as a place for people, homes, and businesses, filled with human history, cultural richness, and diversity.

Status: The Conservancy's consultant completed work on the VisitCADelta.com website and accompanying marketing plan on March 30, 2017. This information was presented to the Delta Marketing Task Force in meetings held in April 2017.

The VisitCADelta.com website was launched at the end of April with social media and newsletter releases from Visit CA Delta, the Conservancy and Commission. Aside from limited future involvement with the contractor, the Conservancy and Commission are planning to jointly manage the website additions and updates.

In collaboration with the Delta Marketing Task Force, the Commission and Conservancy will continue to promote Delta marketing efforts in alignment with the 5-year-marketing plan and through the VisitCADelta.com website, and social media (Facebook, Twitter, and Instagram) accounts. We are also developing a postcard to be distributed by Delta businesses as well as a placard that Delta businesses can display in their window.

The 2017 Delta Leadership Program developed a *Best of the Delta* survey as part of their class project. The survey was added to the website and is being promoted by the Delta Leadership Program participants and the Visit CA Delta social media platforms. Winners will be honored on July 12th, 2017 at the California Delta Chambers and Visitor's Bureau Meeting/Mixer held at Village West Marina in Stockton, CA. The results will also be highlighted on the *Best of the Delta* page on VisitCADelta.com.

Other marketing opportunities under discussion are on-location promotions, directional signage development or enhancements, and a Visit CA Delta map.

The next step for the project is to seek out or help establish a Delta-based group with the resources to continue the project's momentum, with the Commission and Conservancy in a background support role.